

CASE STUDY

How One Client's Website Leads Grew by 82% When Tiller Digital Partnered With Material Insight.

82%

Web Lead Growth
Year-Over-Year

30%

Email Open Rate
on Blog Digest

20%

Sales Growth

Tiller is an agency with a creative approach and a problem-solving attitude. They're practical, and they're pros at developing and designing websites and applications. It speaks for itself when you have such trust and confidence in your partners.



Chantel Elliott
Senior Partner, Material Insight

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Material Insight is a specialist in marketing for technology companies. They have supported the growth of more than 50 tech ventures in Western Canada, including Vancouver-based Aprio, a tech firm that markets board portal software.

Highlights

THE CHALLENGE

- Redesigning a templated site with poor ROI
- Improving search rank from page 20 to first page results
- Nurturing website leads and sales growth

THE SOLUTION

- SEO-friendly custom website addressing major speed issues
- Collateral to foster sales leads & complement PPC campaigns
- Ongoing search rank & site traffic quality improvements
- Google analytics setup, conversion tracking, CRM integration & more

THE RESULT

- 82% lead growth
- 20% sales growth year-over-year
- 30% email open rate (2x industry average)

THE CHALLENGE

A templated website with poor ROI

In October 2015, Aprio, a board portal software company, hired Material Insight to perform a website audit. Despite investing heavily in digital marketing, Aprio hadn't been able to make any significant gains in search presence, online lead generation, or sales.

Chantel Elliott and Claudia Moore, co-owners of Material Insight, knew that they'd need help to assess the site fully. They reached out to their trusted partner and long-term collaborator, Tiller Digital.

When it came to untangling the knot of specific challenges afflicting Aprio's website, Tiller was their first choice.

"Tiller helped us do the back-end assessment of Aprio's website. Chantelle and her team uncovered all kinds of problems—the website wasn't SEO-friendly; it was built on a WordPress template with multiple plugins that slowed page loading; they were on page 20 in search results and no one could find them," Chantel recalls.

Together, Tiller and Material Insight presented their findings to Aprio, who then had a difficult decision to make. Only one year prior, they'd hired another vendor to completely redesign their website. Now they were being advised to redo it again, from scratch.

"The website is every client's foundation. There is no value in buying online ads or nurturing link building campaigns if all of those efforts lead to a website that doesn't impress your sales prospects, win their trust, and inspire them to make contact," she explains.

"In Aprio's case, it was a tough sell, but necessary," she adds. "Tiller was great in helping us convince them—they'd done the back-end audit which pointed out that each page took 5-10 seconds to load, and proved that messy, non-SEO optimized code was preventing Google from properly indexing their site."

After reviewing the very thorough website redesign recommendations, Aprio gave them the green light. It was time for Material Insight and Tiller to put them on the map.

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THE SOLUTION

Top-to-bottom web project: redesign and enhance search rank to improve sales leads

Material Insight’s relationship with its subcontractors is unique. They function as a sort of marketing VP, taking the wheel for a client’s marketing strategy and execution oversight before bringing in trusted, specialized vendors to help them execute their vision and achieve their goals.

Material Insight and Tiller worked closely together on Aprio’s web project. They didn’t just need to create a new website; they needed to demonstrate a material impact on lead generation and sales.

Step #1 of improving online lead conversion was redesigning the website. Material Insight wrote the copy, Tiller and Material Insight collaborated on wireframing, and Tiller handled design, development, testing, and launch.

“What a difference! Tiller built a custom website for our client. It looks fantastic, and it loads lightning fast,” Chantel exclaims. “Feedback from Aprio has been overwhelmingly positive and, even more important, it was the marketing backbone that drove sales leads.”

Step #2 was marketing and outreach. Material Insight developed an aggressive lead-generating marketing strategy, which Tiller and Material Insight collaborated on to bring it to life.

“Material Insight began building content targeted specifically at prospects and writing it with high search engine appeal, along with ongoing link building efforts,” Chantel explains.

“Together, MI and Tiller launched a blog RSS campaign to keep people on their email list engaged,” she says. “Tiller also created landing pages for key content assets and campaigns, and advised us on how to improve the layout of the Aprio’s software login page so we could present content to users and generate referrals.”

Tiller also managed and implemented all third-party integrations on the back end—MailChimp, Salesnet CRM, and more. They took care of ongoing WordPress updates and web maintenance, they set up conversion tracking for both the website and new PPC campaigns, and they completely customized the customer login experience.

"Once we had a strong performing website and core content in place, we began online advertising. Tiller created online banners for SEM, assisted with email campaigns, and provided ongoing photo sourcing and prep for the blog, website, and social media pages," Chantel says.

"All of our hard work and collaboration resulted in a huge boost to Aprio's search engine rank—and significant web lead growth," she adds.

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THE RESULT

82% web lead growth in one year

After relaunching the Aprio site and an investment in link building by Material Insight, potential customers could finally find Aprio in search. Website leads via the new site increased by a whopping 82% from the year before, and the new site supported a 20% leap in sales growth.

Chantel couldn't be happier with the results.

"Within eight months, we went from the twentieth page to the first page of search results. By the end of the year, we ranked within the top five for most of the keywords we cared about," she says.

"Within a year, we grew web leads by more than 80%. A great design, a great performing site, and a great collaborative web team were key to that growth," she adds.

When it comes to content, time on site was also at an all-time high, and blog digest email open rates rose over 30%—double the industry average.

Chantel attributes their success to the collaborative efforts of both teams. They put their heads together, rolled up their sleeves, and did the work—and once again, Tiller proved to be an invaluable partner.

"I'm always evaluating my vendors—are they able to shift gears when we need them to? Are they truly challenging themselves to help our clients succeed? Tiller never disappoints," Chantel reflects.

"We have total confidence walking into a meeting with Tiller. They listen to our clients, they know how to solve problems, and they get it done. Their team never moans or complains that there isn't enough time—they tell you exactly what they can accomplish with the time and budget available to them."

Client reactions were similarly glowing.

"This [website] is WAY BETTER," says Aprio's founder, John Kidder. "Nice look, easy to get around, good sales point, good general information. I am very pleased with this effort—looks professional and up to date."

Board Chair Doug Brownridge agrees, "Wow. What a difference. They nailed our sense of purpose and brand character. Great speed on this as well."

And Dee Sicklesteele, from sales, says, "I love, love, LOVE the layout of the site. In particular, that it's not the same as every other one out there. It is fresh, unique, fun, and professional. Well done!"

Even Aprio's President & CEO, Ian Warner, has nothing but praise, "Yes, the page speed is fantastic. Tiller and MI did a great job!"

If Chantel has one regret after years of fruitful partnership between Material Insight and Tiller, it's that Tiller is no longer a secret weapon.

"The word is out: Tiller's great, and they're getting a lot bigger and busier. I'm sad because they were my secret sauce nobody knew about," she laughs. "But I'm also happy for them because they're such a smart crew and they deserve all the business they can get."

Chantel is more than happy to recommend Tiller Digital.

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When you need a website that engages your target market and converts visitors into buyers, Tiller's the team you want in your corner.

Whether you need design, development, branding, or go-to-market solutions—we help you bring your big ideas to life.

Let's Talk